



Ashland

WISCONSIN

CITY OF ASHLAND

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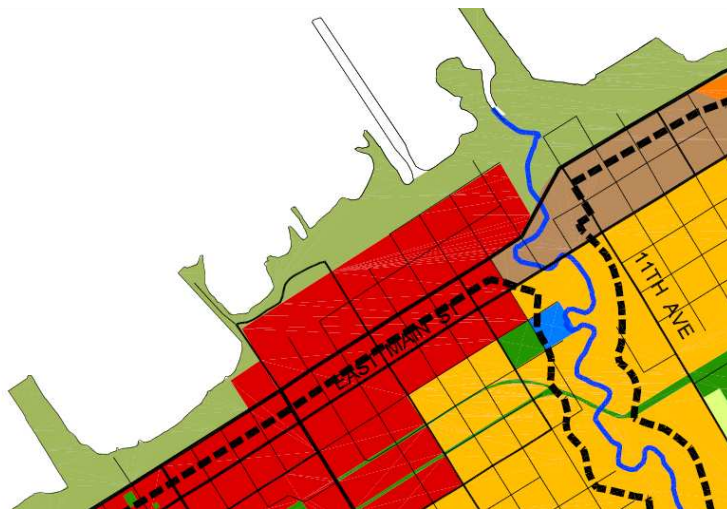
November 23, 2009

John Robinson
WDNR - Remediation & Redevelopment
107 Sutliff
Rhineland, WI 54501
Email: john.robinson@wisconsin.gov





Dear John,

This letter is intended to provide clarification on the City of Ashland's redevelopment goals for the upper bluff portion of the *Ashland / Northern States Power Lakefront Superfund Site*.

The City of Ashland adopted a Comprehensive Plan in October 2004 which sets policy for the direction that the community would like to develop over the next 20-years. For the areas within the *Ashland / Northern States Power Lakefront Superfund Site*, the City's Comprehensive Plan calls for the areas north of the bluff to be redeveloped as Planned Waterfront. For areas south (or on top) of the bluff, this area is to be redeveloped as City Center.



LAND USE PLAN

-  LOW DENSITY RESIDENTIAL (1-5 DU/AC)
-  PLANNED MIXED RESIDENTIAL
-  PLANNED WATERFRONT
-  CITY CENTER

For areas north of the bluff, the Planned Waterfront designation calls for the following:

The overall goal for the planned waterfront area is to promote water-oriented uses, including parks and limited commercial and residential uses, which respect and capitalize on the value of the waterfront.

For the area south of the bluff, this area is to be redeveloped as City Center. Specifically for this area, the Comprehensive Plan states that redevelopment should be focused on the following:

- Relocate existing industrial uses to other areas of the City;
- Promote water-oriented commercial uses that are respectful of existing and future residential uses;

CITY OF ASHLAND, WISCONSIN

- *Provide a sensitive mix of residential uses, including medium and high-density housing;*
- *Develop an attractive, pedestrian-oriented character to this area that is strongly oriented to the waterfront;*
- *Incorporate pedestrian corridors through this area that link the waterfront and Main Street areas.*

Further, following the adoption of the City's Comprehensive Plan, the City is drafting a complete revision of its Zoning Ordinance. The revised Zoning Ordinance identifies the area south of bluff as Waterfront City Center. The Intent of the Waterfront City Center Zoning District is:

The W-CC Waterfront City Center District includes a mixture of existing residential, commercial, and industrial uses that are located near the heart of the city, between US Highway 2 and Lake Superior. The intent of the district is to allow the continuation of single-family residential uses in the district while also allowing the district to sensitively transition to commercial and public/institutional uses that have a strong relationship to the waterfront. More specifically, the intent of the district is as follows:

- 1. Encourage existing industrial uses in the district to relocate to other appropriate districts in the city;*
- 2. Allow the continuation, enhancement, and expansion of existing residential uses in the district, but also allow the sensitive conversion of parcels with existing single-family dwellings to transition to appropriate "city center" uses that have a strong relationship to the waterfront;*
- 3. Ensure that development and redevelopment in the district occurs in a manner that reasonably protects the integrity of the surrounding existing single-family dwellings in the district; and*
- 4. Encourage the transition to waterfront city center uses to occur through the planned unit development (PUD) process at a neighborhood scale or block scale.*

Permitted uses in this district are:

- Residential uses when combined with other permitted use(s);
- Single-family detached dwellings, provided that the dwelling was in existence prior to adoption of this ordinance;
- Commercial uses:
 - Artist studio; Assembly hall; Conference center; Lodging establishment: short stay or extended stay; Personal service; Retail: convenience or general, not to exceed two thousand five hundred (2,500) gross square feet; Restaurant: carry-out, fast food, or sit-down; Public, civic, and institutional uses; Festival grounds; Government or community service use; Museum; Public park; Utility, communication, and public service uses;
- Essential services;
- Open space uses; and
- Seasonal market.

Conditional uses in this district are:

- Residential uses:
 - Adult family home; Bed and breakfast establishment; Boarding or rooming home; Community living arrangement; Convent, rectory, or monastery; Dwelling combined with a conditional use; Dwelling: single-family attached, three (3) to six (6) units per building; Dwelling: multi-family, three (3) or more units per building; Emergency residential facility; Home occupation; Rehabilitation center/transitional facility; Tourist home;
- Commercial uses:
 - Bank or financial institution; Business service; Day care center: commercial; Dry cleaning and laundry, drop off and pick up, but excluding processing; Laundromat; Office; Recreation facility: commercial indoor or outdoor; Retail establishment: convenience or general, exceeding two thousand five hundred (2,500) gross square feet; Tavern;

CITY OF ASHLAND, WISCONSIN

- Theater; Public, civic, and institutional uses; Clinic; Club or association; Nursing home;
- School: primary, secondary, specialty, or personal instruction; Religious institution; and
- Utility and communication uses.

In summary, this overview should provide clarification on the direction which the City of Ashland, with input from its citizens has chosen to redevelop this portion of the community. A large number of citizens within the Ashland community were very involved with the development of the City's Waterfront Development Plan (last adopted in 2002), as well as the Comprehensive Plan (last adopted in 2004). I believe that the community's decision for the residential and commercial mixed-uses on the upper bluff were very deliberate decisions to guide redevelopment of this area to require that new uses sensitively integrate into a residential area which connects to the city's most predominate commercial corridor, U.S. Highway 2.

Please contact me with further questions or concerns about anything within this document.

Regards,

A handwritten signature in cursive script that reads "Brea Grace".

Brea Grace